

## Event Focus

**Enjoy the FREE Campbell Shop & Dine Business Expo sponsored by the Campbell Chamber of Commerce on Wednesday February 23rd 2011!**

The 6th Annual Shop & Dine Business Expo is the event you don't want to miss! Grab a glass of wine or cocktail and enjoy the tasty samples from local restaurants, while perusing the many local business's that make our community a success!

Multiple raffles, prizes, promotional items, specialty discounts and more will be given away. The grand prize is an Apple I Pad!

Come meet Mayor Jason Baker and other local city dignitaries while enjoying an afternoon of food, drinks, businesses and more!

**DATE:** Wednesday February 23rd 2011

**TIME:** 4:00pm – 7:00pm

**LOCATION:** Villa Ragusa 35 S. Second Street in Downtown Campbell

## Officers

**President:**  
Ann Height  
Union Bank

**President Elect:**  
Cary Stover, CPA

*Padgett Business Services*

**Immediate Past President:**

Robert Pedersen  
*A Tool Shed*

**Treasurer:**

Wesley A. Fachner, CPA  
*Fachner & Layman, Inc.*

## Board

**Pascal Anastasi,**  
*Anastasi Law Group*

**Leonard Cino,**  
*Live Tech Now*

**Barbara Conant,**  
*Director Emeritus*

**Wesley Fachner, CPA,**  
*Fachner & Layman*

**Pam Finch,**  
*Finch Appraisals*

**Ann Height,**  
*Union Bank*

**Mike Katz,**

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**Linda Logan,**  
*Yellow Checker Cab*

**Dr. Art Low,**  
*Campbell Optometric Group*

**Linda Miller,**  
*Equity Office*

**Robert Pederson,**  
*A Tool Shed*

**Bob Sanfilippo,**  
*Diversified Business Products, Inc.*

**Carl San Miguel,**  
*Highland Properties*

**Cary Stover,**  
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## Staff

**Neil Collins,**  
*Executive Director*

**Betty Deal,**  
*Director of Membership*

**Bethany LoCascio,**  
*Communication Assistant*

**Danielle Coleman,**  
*Financial Assistant*

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www.campbellchamber.com



### Travel to Italy:

The Chamber is offering a 10 Day trip to Rome and the Amalfi Coast in March 2011. Price includes airfare, some meals, wine tasting and more. Contact Seven Seas Travel at 408.378.7327 for more details.

## New Members

### 7-Eleven

262 Sunnoaks Ave  
Campbell CA 95008  
376-0773

### Body Mind

**Transformations**  
332-6625

www.wired4peakperformance.com

### Marcus Y. Kai, DDS,

**MSD, Inc.**

377-3388

www.kaiortho.com

### Jeremy K. Ueno, DMD, Inc

371-7616

### Kelly Katz State Farm

**Insurance**

959-0303

www.insuringcampbell.com

## Legislative

### Corporations New and Old: Keeping The Shield Up

Corporations formed for small and medium sized business operation have many great advantages. The primary advantage is that the shareholders (the true owners) get to protect all of their personal assets from adverse financial situations that may occur during the course of the business operations. This is known as the "corporate shield".

This would include an uninsured or underinsured "incident", other legal contests and business failure. Only the investment of the shareholder and the assets of the corporation would be subjected to such an unfortunate business situation. The personal assets of the shareholders would remain safe, unless....

Whether it is a new corporation or one that has been operating for many years, it is vital that diligent efforts are made to Keep the Shield Up! If you don't, the shareholder's assets become exposed to liability. The key is to 1) adhere to corporate formalities and 2) avoid what is known as allowing a "unity of interest" to occur.

Corporate formalities are not a big deal, but they have to be done. I have repaired countless entities formed with only the filing of the Articles --- no Bylaws, no Minutes, no issuance of stock. The status of such an entity is essentially "non-existent", and it would take any lawyer about three seconds to attack and win a judgment against the shareholders.

Corporate Minutes are not hard to do, but they need to be done. At the very least, the corporation needs to have written annual minutes summarizing the significant transactions during to the past year, re-electing officers, and approving financial reports for the company.

The unity of interest issue occurs when the shareholders fail to treat the entity as a separate, legal and distinct entity. The most common failure is when shareholder and corporate "loans" go back and forth between the two without any promissory notes or corporate minutes. If a third party looks at the actions of the shareholder and corporation and sees just one...the shield is gone. Be smart; it's your livelihood.

If you have questions about corporations you can call Pascal Anastasi, Esq. with the Anastasi Law Group at (408) 292-2606.

## Calendar of Events

### FEBRUARY 2011

2/2 DCBA Meeting at Darling Fischer Mortuary 9:00am  
2/9 Campbell Chamber Welcome Wagon 9:00am-12:00pm  
2/9 Winter Wine Walk in Downtown Campbell 5:00-9:00pm  
2/10 BOD Meeting at Campbell Chamber 8:00am  
2/10 Business Forum, Mountain Mike's Pizza, 11:30-1:00pm  
2/16 Monthly luncheon, Villa Ragusa 12:00pm-1:30pm, City Mgr and Mayor speaking  
2/17 Membership Benefits Workshop at Campbell Chamber office 8:30-10:00am  
2/21 Chamber office closed: President's Day  
2/22 SCORE Apts, Campbell Chamber office, 9:00am-12:00n  
2/23 Campbell Shop & Dine Business Expo, Villa Ragusa, 4:00pm-7:00pm

### MARCH 2011

3/2 DCBA Meeting 9:00am TBA

3/3 Mixing it Up! New Courtyard Marriott 5:00pm-7:00pm  
3/10 BOD Meeting at Campbell Chamber 8:00am  
3/10 Business Forum, Mountain Mike's Pizza, 11:30-1:00pm  
3/10 Nelson Staffing Ribbon Cutting 5:30-7:00pm  
3/16 Monthly luncheon, Buca di Beppo, 12:00-1:30pm Tabletop Mixer  
3/19 Celebrate Campbell, Villa Ragusa 6:00pm  
3/22 SCORE Apts, Campbell Chamber office, 9:00am-12:00pm  
3/23 Ambassadors Meeting at Towne Place Suites 12:00pm

### May 2011

5/21 & 5/22 Boogie on the Bayou Downtown Campbell



Find us on:  
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## Renewals

<b>M.F. Kotowski (41)</b> 679-1172	<b>Eternal Health</b>
<b>Cupertino Body Shop (34)</b> 379-4440	<b>Acupuncture (9)</b>
<b>Joe Escobar Diamonds (26)</b> 341-0300	<b>The Original Hick'ry Pit (9)</b> 371-2400
<b>Pruneyard Plaza Hotel (23)</b> 559-4300	<b>Watson Chiropractic (9)</b> 377-2207
<b>Pete Edwards &amp; Associates (18)</b> 723-8200	<b>Extra Space Storage (9)</b> 369-7847
<b>Avalon Campbell (18)</b> 370-3003	<b>Sun &amp; Moon Wellness Center (8)</b> 260-2266
<b>Outback Steakhouse (16)</b> 371-5384	<b>Waddell &amp; Reed Inc (8)</b> 963-2862
<b>Valley Yellow Pages (14)</b> 370-8888	<b>Silicon Valley</b>
<b>Mission Villa (14)</b> 559-8301	<b>Entrepreneurs Club (6)</b> 745-0993
<b>Import Connection (13)</b> 379-7828	<b>Screen Solution (5)</b> 374-8156
<b>Cinelux Theatres (13)</b> 559-7469	<b>Cupertino Plumbing Inc (5)</b> 253-0618
<b>Willow Glen Insurance Agency (12)</b> 866-655-1200	<b>American Mirador, Inc (2)</b> 370-2252
<b>American Cancer Society (12)</b> 688-0087	<b>Union Bank (3)</b> 879-3306
<b>Kyoto Palace Japanese Restaurant (12)</b> 377-6456	<b>Ameriprise Financial (2)</b> 963-2270
	<b>The Commons Complex (2)</b> 371-7880

## Member Photos



Ribbon Cutting at United Security Bank on 1/18/2011 in the Pruneyard at the Old Wells Fargo Bank



Ribbon Cutting for Cheryl Yong at Liberty Tax on 1/13/2011 at 2475 Winchester Blvd.

## From the Office

Heading into my second year as Executive Director I can't help but be excited. Our team is in place and we have been able to "hit the ground running" this year. 2011 is setting up to be a very exciting year for the Chamber. We are projecting another big year of growth in membership as we plan to be offering many new products and services to our members. We also will continue to look for ways to partner up with both public and non-profit organizations within our community to keep Campbell strong.

This year the Chamber will be producing a new business directory. This has really become the standard for customers to find businesses within their community. We receive many calls in the office from people who are looking for local suppliers of goods and services. The directory is the first place we look. All Chamber members receive a free listing. We distribute close 5,000 of these directories throughout the community.

I'm also excited to announce the Chamber is doing a full rework on our website. As a member you will see increased benefits and better exposure for your business. We are also putting in great care to add new features to attract both visitors and new businesses to our community.

In order to help our members fully maximize their benefits we have added a Membership Benefits Workshop. The concept is to meet with a small group of members and provide them a more custom slate of solutions to help expand their business. Our first meeting is on February 17th at 8:30am. Please contact our Director of Membership, Betty Deal 408-378-6252, to reserve a spot. This is a free benefit to our members, but is limited to the first 10 RSVP's.

Lastly, we are very committed to working with our new Mayor and City Council as well as City staff on business development. By leveraging partners' strengths we can lead the way out of this economic downturn. Together we can help remove barriers and reach out to small businesses and let them know that Campbell is the place to locate their business.



First Business Forum which is held the 2nd Thursday of every month at Mountain Mike's Pizza



Ribbon Cutting at 7 Eleven on 12/20/2011 at 262 W. Sunnyoaks at Winchester